

Shri. Yashwantrao Bhonsale Education Society's

# YASHWANTRAO BHONSALE COLLEGE OF D. PHARMACY



**BHONSALE KNOWDGE CITY, BUILDING NO. 4,  
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## Event Assemblage

**(FDP ON MARKETING MANAGEMENT)**

**18<sup>TH</sup> TO 27<sup>TH</sup> SEPTEMBER 2019**

- ❖ **Title:** Faculty Development Program on Marketing Management.
- ❖ **Organized By:** Yashwantrao Bhonsale College of Pharmacy.
- ❖ **Sponsored By:** Faculty Development Centre Institute of Chemical Technology (ICT), Mumbai.
- ❖ **Venue:** Seminar Hall
- ❖ **Date & Time:** 18-09-2019 to 27-09-2019 , 10 :00 Am To 05:00 Pm
- ❖ **Resource Person:** Hon. Mr. Milind Mangale & Team.

- **Introduction:**

The major focus of the FDP is on upgrading the teaching, training, and research skills of teachers— especially those teachers who have not had an opportunity to acquaint themselves with recent developments in teaching and research methods. The program enables participants to develop competence in general management education as well as in pharmaceutical management and pedagogy.

- **Objective:**

- ✓ Review of newer areas of academic research in the discipline.
- ✓ Develop an appreciation about rapidly growing domain in Marketing Practice.
- ✓ Developing an understanding of selected methodology used for marketing studies.

- **About the program:**

**Ten Days Faculty Development Program on Marketing Management (FDP)** was organized by Yashwantrao Bhonsale College of Pharmacy in association with Faculty Development Centre Institute of Chemical Technology (ICT), Mumbai on **18<sup>th</sup> to 27<sup>th</sup> September 2019.**

The program was start with the inaugural movement which is done with the felicitation of dignitaries. For the said program Hon. Mr. Milind Mangale,

Marketing Expert, Angle Consultancy, Hon. Mr. Nitin Kagalkar, Marketing Expert, Angle Consultancy, Hon. Mr. Hitesh Mestry, Marketing Expert, Angle Consultancy, Hon. Prof. Vikas Telvekar, Institute of Chemical Technology, Mumbai along with Hon. Mr. Achyut Sawantbhonsale, Executive Chairman, Bhonsale Knowledge City, Hon. Dr. Vijay A. Jagtap, Principal, Yashwantrao Bhonsale College of Pharmacy, Hon. Mr. Tushar G. Rukari, Principal, Yashwantrao Bhonsale College of D. Pharmacy were present.

The aim of this program was to cater the knowledge of innovative management tactics and introduce newer pedagogy to the faculty in marketing management study.

This Program was participatory and practical knowledge oriented. Various training sessions like Case–studies, audio visuals, assignment, simulation exercise, group discussion and counselling were conducted during this program. Hon. Mr. Milind Mangale, Hon. Mr. Nitin Kagalkar, Hon. Mr. Hitesh Mestry have remained present and handled the entire sessions for ten days.

The Program was started on **18<sup>th</sup> September, 2019 10:00 Am** with welcome address by Mr. Vinod Mule, Assistant Professor, Department of Pharmacology, YBCP, and FDP Introduction & program Objectives by Hon. Dr. Vijay Jagtap, Principal Yashwantrao Bhonsale College of Pharmacy. Hon. Prof. Vikas Telvekar, Institute of Chemical Technology, Mumbai enumerate the guidelines of the FDP, MHRD & RUSA. Hon. Mr. Milind Mangale, marketing expert give an account of the entire schedule of said program. For the said program all the faculty members of Yashwantrao Bhonsale College of D. Pharmacy had been participated.

During ten days of the program, following topics were delivered by the Experts.

➤ **18th Sep'19:**

- Overview of Indian Pharmaceutical Market (IPM)
- Marketing and sales organization 10:00 AM
- Career opportunities in pharmaceutical marketing & sales 3:00 PM

➤ **19th Sep'19:**

- Principles of Marketing & Introduction to marketing 10:00 AM
- Types of channels 3:00 PM

➤ **20th Sep'19:**

- Product Management & Product life cycle management 10:00 AM
- Market segmentation 12:00 PM
- Targeting 2:00 PM
- Structured creativity 3:00 PM

➤ **21st Sep'19:**

- Brand Management & Positioning 10:00 AM
- Designing marketing programs 1:00 PM
- Marketing mix 2:00 PM
- Pricing of pharmaceutical products. 3:00 PM
- International marketing in pharmaceutical industry 4:00 PM

➤ **22nd Sep'19:**

- Sales Management & Need and scope of pharmaceutical selling. 10:00 AM
- Sales structure 1:00 PM
- Field working 2:00 PM
- Importance of physician's prescription: 3:00 PM

➤ **23rd Sep'19:**

- Sales Management & Sales target and phasing 10:00 AM
- Execution of strategies 1:00 PM

- Monthly closing 2:00 PM
- Sales analysis & forecasting 3:00 PM
- Managing sales force 4:00 PM
- **24th Sep'19:**
- Communication Skills & Basics of business communication 10:00 AM
- Roles and objectives 11:00 AM
- Process of communication 12:00 PM
- Barriers to communication 12:30 PM
- Written communication skills 2:00 PM
- Nonverbal communication & Body language 3:00 PM
- Body language 4:00 PM
- **25th Sep'19:**
- Outsourcing – make or buy decision 10:00 AM
- Regulations 11:00 AM
- Logistics & Distribution Management
- Importance of logistics & purchase. 2:00 PM
- Supply in pharma management objectives & policies. 2:30 PM
- Electronic data interchange. 3:00 PM
- Inventory management, warehousing decisions. 4:00 PM
- Managing transportation services 5:00 PM
- **26th Sep'19:**
- International Marketing & Disease management 10:00 AM
- Concepts of brand 10:30 AM
- Brand equity: Name, logo, etc 11:00 AM
- Role of a pharmaceutical brand manager 12:00 PM
- Pharmaceutical Marketing Research
- Introduction to marketing research management 2:00 PM

All the participating faculty members gave their feedback related to program which was then followed by Program was ended with vote of thanks given by Mr. Vinod Mule, Assistant Professor, Department of Pharmacology, YBCP, Sawantwadi.

❖ **Attainment of PO:**

Pharmacy Knowledge, Modern Tool Usage, Leadership Skill, Professional Identity, Pharmaceutical Ethics, Communication, The Pharmacist and Society, Life Long Learning.

❖ Glimpses:



